

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143939/AO/2025
Date registered valid: 9 September 2025
Proposal: Installation of an outdoor digital media screen on gable wall facing Woodlands Road
Address: 458 Cheetham Hill Road, Manchester, M8 9JW
Ward(s): Crumpsall Ward

Applicant: Mr Altaf Ramtoola, Latchkey & Vault Estate Agents
Agent (if any): Mr Khalid Khan, Khalid Khan Associates
Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 29 October 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 October 2025

Standard consultations:

Printed: 17 September 2025 Expired: 8 October 2025

Neighbour notifications

Printed: 17 September 2025 Expired: 8 October 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application property is located on the north-east junction of Cheetham Hill Road and Woodlands Road and falls within Cheetham Hill District Centre. The junction is traffic light controlled. The property is in a three storey section of a parade comprising a ground floor retail and commercial uses. A mix of residential and commercial uses are located to the upper floor uses. The application property presents elevations to both Cheetham Hill Road and Woodlands Road. The Woodlands Road elevation that incorporates a large sign with dimensions of 6100 mm (wide) x 3000 mm. Its positioning obscures a first floor window and above existing fascia signage.



Fig.1 – Views of the application site at the junction of Cheetham Hill Road and Woodlands Road.

Description of advertising

The proposed signage would replace the existing sign. The proposed signage would have a display area of 3000 mm x 1500 mm and would have a projection from the elevation by 100 mm. The signage would continue to obscure one of the first floor windows. The proposed illuminance would be 6000 cd/m². The screen would be set in a black metal case. It would incorporate static illumination with moving images.

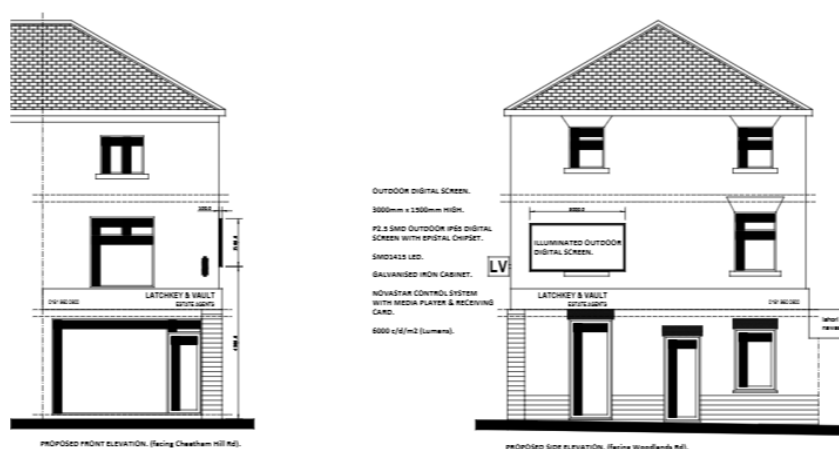


Fig.2 – Proposed elevations

Site history

- i. 075323/FO/2005/N1: Approved - 28.06.2005 458 Cheetham Hill Road, Cheetham Change of use to training facility with cafe use for general public (Class D1/Class A3)
- ii. 018413: Approved - 22.11.1982 458, Cheetham Hill Road, Cheetham Hill Single-storey rear extension to form additional storage space.
- iii. F14106: Approved - 15.09.1980 458 Cheetham Hill Road, Cheetham. Extension at rear of shop to form a store room.

Consultations & Notification Responses

Local residents and businesses – No comments received.

Highway Services – The following comments have been received:

- i. If the signage extends over the adopted highway exceeds 350mm, a projection over license will be required.
- ii. The signage complies with headroom and carriageway clearance requirements.
- iii. The luminance of the sign should not exceed 600cd/m².
- iv. The location of the signs would not generate any adverse impact for vehicles travelling along the surrounding roads.
- v. Any requirements for hoarding / scaffolding should be agreed with the Council as local highways authority.
- vi. If planning permission is granted a standard condition relating to the operation the illuminated signage is requested.

Environmental Health – If planning permission is granted, a standard condition relating to the operation the illuminated signage is requested.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account'
 - (a) The provisions of the development plan, so far as they are material; and
 - (b) Any other relevant factors.
- (2) Without prejudice to the generality of paragraph (1)(b)'
 - (a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - (b) Factors relevant to public safety include'
 - (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
- (4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The positioning of the signage above ground level would not presents health and safety concerns. However, the maximum illumination (at 6000 cd.m²) would significantly exceed the usually accepted maximum luminance of 600 cd/m². The proposal would thereby potentially cause distractions to drivers, pedestrians and other road users when moving through the light controlled junction. The proposal would thereby be contrary to the above regulations.

National Planning Policy Framework (NPPF) - This Framework came into effect on 27th March 2012 and was amended most recently in December 2024. It represents key up to date national policy and is an important material consideration in determining the current application. The document states that the 'purpose of the planning system is to contribute to the achievement of sustainable development. The document clarifies that the 'objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs'. The purpose of the planning system is to achieve sustainable development. The NPPF states that, to achieve this, the following three overarching objectives need to be pursued mutually:

- i. The economic role should contribute to sustainable development by building a strong, responsive and competitive economy that ensures sufficient and appropriate development and supports growth.
- ii. The social role is required to support communities by creating a high quality built environment with accessible local services to reflect the needs of the community.
- iii. The environmental role should protect and enhance the natural, built and historic environment.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. The following aspects of the Framework are relevant.

Section 12. Achieving well-designed places

States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (paragraph 131). Regarding advertisement signage section 12 states: 'the quality and character of places can suffer when advertisements are poorly sited and designed (paragraph 141). It notes that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts' (paragraph 141).

The proposed signage would be visually obtrusive and poorly related to its context. The incorporated illuminated changing images would exacerbate the prominence of the structure and its incongruous relationship to the streetscene. The resulting harm to the character and amenities of the area would be contrary to the objectives of section 12.

Planning Practice Guidance - On 6 March 2014, the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things:

- i. Considerations affecting public safety – Sets out a series of circumstances where the display of advertisements may present danger to road users. In this case, required consideration has been given to the brightness of the proposed signage and its potential to distract road users;

ii. Considerations affecting amenity – Requires consideration of the harm caused by the proposal on the characteristics of the neighbourhood and any adverse impact of the architectural character of the host building.

It is considered that the display of signage would have a potential adverse effect on highway safety due to the intensity of its illumination. The displayed signage would be unduly prominent and harmful to visual amenity. It would also be incongruously related to the architectural features of the host building. The proposals would fail to accord with the relevant PPG.

The Places for Everyone Plan - The Inspectors' Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors' Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is 'sound'. The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone. The first Council meetings to approve the plan will be Salford and Wigan (28 February). The plan was considered at the Full Council meeting in Manchester on 20 March 2024 and was subsequently approved on 21st March 2024. Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given full weight in the planning balance. The following policies are relevant and would not be accorded with for the reasons outline in this report:

i. Policy JP-P1 (Sustainable places) – The proposal would fail to accord with the objective of respecting the character and identity of the locality.

ii. Policy JP-P6 (Health) – The proposal for the reasons, outlined in this report, would fail to deliver the objectives reducing negative impacts that may be harmful to residential amenity.

iii. Policy JP-S1 (Sustainable development) – The related harm to the character and appearance of the streetscene, would fail to deliver the social and economic benefits required by policy JP-S1. The proposal would present adverse impacts that cannot be mitigated. Policy JP-S1 would not, therefore, be accorded with.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning [and advertising] applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.' The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the following relevant principles relate to the proposal:

- Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment.

The appearance and prominent of the proposed signage displays would be harmful to the character of the streetscene and amenities of the area and thereby be contrary to policy SP1.

Policy EN 1 Design Principles and Strategic Character Areas – The displayed signage forms part of a disproportionately large hub structure that would represent and incongruous feature in the streetscene. The displayed signage would exacerbate the harm caused by the appearance and operation of the signage would be contrary to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
- c. Effects on amenity;
- d. Design for health.

The position and illumination of the signage, within the context of a highly prominent light controlled junction would have a visually intrusive impact on the streetscene. The resulting harm to amenity and the character of the area would be contrary to the objectives of policy DM1.

Unitary Development Plan saved policies - The following saved policy DC15 has been related to the consideration of the advertisement consent application. Although the signage is related to retail use, it is not attached to the elevations of the shop unit. It also has the characteristics of an advertising hoarding.

Policy DC15 - Advertisements, hoarding and posters

Policy DC15.1 – States that the advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests, in relation to this application:

- General location of the proposed development and the effect on visual amenity;
- Scope for posters and hoardings to make a positive contribution to the locality;
- Design of the structures, and the relationship with any premises on which they are located;
- Public safety resulting from the positioning of the design of the display;
- Ease with which the structure is capable of being satisfactorily maintained;
- Number of advertisements in the locality and their cumulative effect on visual amenity.

Policy DC15.2 – States that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. Developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. They should be in scale with the locality and relate properly to the site on which they stand;
- c. They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

The proposed signage display has the potential to present public or highways safety issues due to its impact on the operation of the light controlled junction. The positioning of the signage

would also be unduly prominent and harmful to the character of the streetscene and harmful to the architectural composition of the host building. Policies DC15.1 and DC15.2 would not, therefore, be accorded with.

Principle of the displayed signage – There is no record of advertisement consent being granted for the display of the existing signage attached to the side elevation of 458 Cheetham Hill Road. It would be highly unlikely for advertisement consent to be granted for the installation of signage that obscures important architectural features, in this case a window at first floor level.

The proposed signage would continue to obscure the window. The positioning of the signage would also undermine the symmetrical arrangement of windows in the side elevation. The proposed display of signage would be harmful to the character and appearance of the streetscene and the amenities of the area. The proposal also presents public safety concerns due to the impact of the proposed illumination level of the operation of the adjacent highway. The proposed signage cannot therefore be supported.

Impact on the streetscene – The proposed signage would be affixed to a highly prominent side elevation. The operation of the signage display represents a material departure from the existing non-illuminated signage. Its adverse and visually obtrusive impact on the adjacent junction of Cheetham Hill Road and Woodlands Road would be significant and exacerbated by the incorporation of illuminated changing images. The signage would be positioned above the established fascia line, which appropriately demarcates the arrangement of signage with the adjoining parade. The proposal would be viewed in conjunction with other signage display above fascia level in the adjoining parade adding to a sense of visual clutter. The proposal therefore would have an unduly harmful impact on the host building, adjoining parade and the street scene.

Public safety – Highways have indicated that the positioning of signage would be acceptable subject to far lower luminance levels, i.e., not exceeding 600 cd/m². The proposed luminance of 6000 cd/m² would be overly intense and visually obtrusive and exacerbated through the related display of changing images. The proposal would thereby have the potential to distract drivers, pedestrians, and other road users when the signage is in operation. This would be significant due to the relationship of the application site to light controlled crossings at Heath Street, Cheetham Hill Road and Woodlands Road and the potential for drivers, pedestrians, and other road users to become distracted when approaching the signage. There would be particular concern regarding the potential for the signage to distract drivers when turning right from Cheetham Hill Road and on to Woodland Road. There is concern that the resulting harm would also be potentially hazardous to pedestrian and highway safety.

Existing advertisement signage - On-line images indicate signage in this positioned on the side elevation of No 458 between September 2008 to May 2018. Signage It was not present in July 2020 but the currently displayed signage and has been in place thereafter. The display of this unauthorised signage can be potentially addressed by separate enforcement measures.

Conclusion – The displayed signage is unacceptable due to the related harm caused to the character and amenities of the area. It also has the potential to undermine highway safety.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality

Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Refuse

Article 35 Declaration

N/A

Reasons for recommendation to refuse

1) The proposed signage, by virtue of its unduly prominent positioning and incorporation of illuminated changing images, would have a harmful visual impact on the adjacent junction of Cheetham Hill Road and Woodlands Road and the wider streetscene. The position and operation of the proposed signage would thereby be unacceptable, harmful to the amenities of the area and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

2) The proposed signage would be located above the established fascia line demarcating the arrangement of signage with the adjoining parade and would thereby have disruptive impact on the street frontage and add to visual clutter in the locality. The proposal therefore would have an unduly harmful impact on the host building, adjoining parade and wider streetscene. The proposed signage display would thereby be unacceptable and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

3) The position of the proposed advertising signage would obscure and prevent the use of a first floor window located in the side (southern) elevation of the application building. The proposed signage would thereby undermine the architectural character and symmetry of the host building and detrimentally effects its relationship to the surrounding streetscene. The position of the proposed signage would thereby be unacceptable, harmful to the amenities of the area and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of

Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

4) The proposed signage, by virtue of its excessive luminance and display of moving images, would be visually obtrusive with the potential to distract drivers, pedestrians and other road users when using and approaching light controlled crossings at Heath Street, Cheetham Hill Road and Woodlands Road and negotiating the adjacent junction. The proposed signage display would thereby be unacceptable, harmful to pedestrian and highway safety and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 2, 450A Cheetham Hill Road, Manchester, M8 9LE
Flat 1, 450A Cheetham Hill Road, Manchester, M8 9LE
Flat At, 448 Cheetham Hill Road, Manchester, M8 9LE
450A Cheetham Hill Road, Manchester, M8 9LE
446A Cheetham Hill Road, Manchester, M8 9LE
7 Broomfield Drive, Manchester, M8 9EE
5 Broomfield Drive, Manchester, M8 9EE
452 Cheetham Hill Road, Manchester, M8 9LE
448 Cheetham Hill Road, Manchester, M8 9LE
450 Cheetham Hill Road, Manchester, M8 9LE

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal of PD Rights Change of Use from Class C3 to Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: NORTH AREA